WHAT WE CLAIM IS:

1. A system for conducting a survey using wireless devices located within a survey area served by a wireless communication network comprising:

(a) a location server in communication the wireless communication network;

(b) a wireless device characterized by a location, wherein the wireless device is in communication with the location server; and

(c) a location system in communication with the wireless device and the location server,

wherein the location server broadcasts a survey to the wireless device,

wherein the location system generates a response containing location information pinpointing the location of the wireless device when the wireless device receives the survey, and

wherein the location server uses the response to execute an action.

2. The system of claim 1, wherein the wireless device is a wireless telephone.

3. The system of claim 1, wherein the wireless device is an interactive pager.

4. The system of claim 1, wherein the wireless device is a handheld computer.

5. The system of claim 1, wherein the location system is a unit provisioned at the wireless device.

6. The system of claim 5, wherein the location system is a GPS receiver.

7. The system of claim 1, wherein the location system is a network-based unit.

8. The system of claim 7, wherein the location system uses GIS technology.

9. The system of claim 7, wherein the location system is a WAP compatible system.

10. The system of claim 1, further comprising a memory accessible by the location server, wherein the memory storage comprises a database populated with a plurality of nodes, wherein each of the plurality of nodes is defined by position coordinates.

11. The system of claim 10, wherein the position coordinates comprise a longitude and a latitude.

12. The system of claim 1, wherein the location information comprises position coordinates of the wireless device.

13. The system of claim 12, wherein the position coordinates comprise a longitude and a latitude.

14. The system of claim 1, wherein the action comprises a calculation of a number of people located within the survey area.

15. The system of claim 12, wherein the response comprises identity information.

16. A method for conducting a survey using wireless devices located within a survey area comprising the steps of:

(a) broadcasting a query containing the survey over the survey area to a plurality of wireless devices;

(b) generating a response for each of the plurality of wireless devices that receives the query, the response comprising location information generated by a location system;

(c) transmitting the response to a location server; and

(d) executing an action based on the response.

17. The method of claim 16, further comprising the steps of verifying the response is received from a wireless device that is located within the survey area.

18. The method of claim 16, further comprising the step of delineating the survey area.

19. The method of claim 18, wherein the step of delineating the survey area uses at least three nodes.

20. The method of claim 18, wherein each of the at least three nodes is defined by point coordinates.

21. The method of claim 19, wherein the point coordinates comprise a longitude and a latitude.

22. The method of claim 16, wherein the location information comprises point coordinates.

23. The method of claim 21, wherein the point coordinates comprise a longitude and a latitude.

24. The method of claim 16, further comprising the step of delineating the survey area using a node and a radius.

25. The method of claim 16, wherein the action comprises determining a number of wireless devices within the survey area.

26. The method of claim 16, wherein the action comprises determining a number of people within the survey area.

27. The method of claim 16, wherein the query comprises a question directed to a plurality of users of the plurality of wireless devices.

28. The method of claim 27, wherein the response further comprises an answer to the question provided by the plurality of users.

29. The method of claim 28, wherein the answer comprises a null response.

30. A method for conducting a survey using wireless devices within a survey area comprising the steps of:

(a) delineating the survey area;

(b) broadcasting a query to at least one wireless device via at least three antennas, wherein each of the at least three antennas has antenna position coordinates;

(c) generating device position coordinates for the at least one wireless device using the antenna position coordinates of the at least three antennas;

(d) forming a response that comprises the device position coordinates;

(e) verifying the response is received from a wireless device that is located within the survey area; and

(f) executing an action based on the response.

31. The method of claim 30, wherein the response further comprises an input from a person using the wireless device.

32. The method of claim 31, wherein the input comprises a numerical value.

33. The method of claim 31, wherein the input comprises an alphanumeric message.

34. The method of claim 31, wherein the input comprises a voice message.

35. A method for dispatching a service in a dispatch area comprising the steps of:

(a) broadcasting an initial query over the dispatch area;

(b) generating a response to the initial query, wherein the response comprise location information and identity information related to a wireless device generating the response;

(c) transmitting the response to a location server; and

(d) using the response to dispatch the service if the location information and the identity information satisfy a criterion.

36. The method of claim 35, wherein the criterion comprises a match of the identity information and an affiliated wireless device.

37. The method of claim 35, further comprising the steps of using the location information to verify that the wireless device is located within the dispatch area.

38. The method of claim 35, further comprising the steps of using the identify information to verify that the wireless device is an affiliated wireless device.

39. The method of claim 35, further comprising the step of delineating the dispatch area.

40. The method of claim 39, wherein the step of delineating the dispatch area uses at least three nodes.

41. The method of claim 40, wherein each of the at least three nodes is defined by point coordinates.

42. The method of claim 41, wherein the point coordinates comprise a longitude and a latitude.

43. The method of claim 35, wherein the location information comprises point coordinates.

44. The method of claim 43, wherein the point coordinates comprise a longitude and a latitude.

45. The method of claim 35, further comprising the step of delineating the dispatch area uses a node and a radius.

46. The method of claim 45, wherein the node comprises a longitude and a latitude.

47. A method for conducting a survey using wireless devices in a survey area comprising the steps of:

(a) defining survey parameters;

(b) broadcasting a plurality of queries over the survey area according to the survey parameters;

(c) receiving a plurality of responses to the plurality of queries; and

(d) using the responses to perform an action.

48. The method of claim 47, wherein the survey parameters comprise a plurality of times for broadcasting the plurality of queries.

49. The method of claim 47, wherein the action comprises determining a distribution pattern for the wireless devices in the survey area.

50. The method of claim 47, further comprising the step of delineating the survey area.

51. The method of claim 50, wherein the step of delineating the survey area uses at least three nodes.

52. The method of claim 50, wherein the step of delineating the survey area uses a node and a radius.

53. The method of claim 47, wherein the survey area further comprises a plurality of sections.

54. The method of claim 53, wherein the action comprises determining a distribution pattern of wireless devices in each of the plurality of sections.

55. The method of claim 50, further comprising the step of delineating each of the plurality of sections uses at least three nodes.

56. The method of claim 50, further comprising the step of delineating each of the plurality of sections using a node and a radius.